

Band at 9, Organ at 11, 11:55
and 5:20

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER:
Cloudy

"Where Nobody Can Be Lonesome or Not Feel at Home"

Peggy, a Little Four-Year-Old Girlie, Said to Her Grandmother

"No! I cannot go with you to the store. I cannot leave my kitten for fear she would be lonesome."

Bless the dear little motherly soul, who quickly put her kitten into a basket and tripped out with it on her arm to tramp alongside of her grandmother.

The love and company of little birds or animals, little or big, tends to gentleness and kindness in forming character, to say nothing of what it does for the dumb creature.

Let it be known far and wide that every one, little or large, is welcome to this place, where there is so much to see and where nobody can be lonesome or not feel at home.

[Signed] *John Wanamaker*

Nov. 22, 1919

Our Special Christmas Employments

still offer opportunities for beginners, and for the experienced, too, such as housekeepers and helpers at home, who could give, say, from 10:30 or 11 o'clock on to 4:30 or 5.

Our Mr. Atkinson will be glad to meet inquirers at the Lincoln Building, Broad and South Penn Square, from 9 to 1 and from 5 to 6 o'clock.

Miss Philadelphia's New Clothes for Thanksgiving Are All Ready

Whether she needs a warm topcoat to wear out to Franklin Field, or a new frock for a matinee or the theatre in the evening, the Young Women's Salons of Dress are fully equipped with all the smart, new winter clothes she likes.

Winty Coats in Good Styles

\$25, \$35, \$42.50, \$68.50 and on up to \$240 is the way prices run. The coats are in the newest styles, in all the pretty brown and blue and other fashionable colors, and of such desirable fabrics as peach-bloom, Bolivia, velour and silver-tones. Many are fur-trimmed—and there's a wonderful variety as to styles!

Cloth Dresses Aplenty

\$20 to \$37.50 for warm new frocks of navy blue serge in smart models; \$29.50 to \$78.50 for fetching new blue tricotine dresses.

\$29.50 to \$92.50 for charming velvet and velveteen dresses. \$87.50 to \$97.50 for lovely duvetyne dresses in rich colors.

(Second Floor, Chestnut)

Smart New Winter Suits

\$37.50 to \$150 for plain tailored, sports and handsome fur-trimmed suits for better wear. These are becoming, youthful models, and there is an amazing number of them. They are in the new winter colors; all are well-tailored and daintily lined; and all are of wool fabrics.

All are in 14 to 20 year sizes.

Women's Attractive Frocks for Afternoon, Price \$75

Needless to say that is a late-season price, some of the dresses being reduced out of our own stocks to match the others, bought specially from the manufacturers and just brought into the house.

They are mostly black, dark blue and taupe; they are of Georgette crepe, satin, charmeuse or these fabrics combined, and some are heavily beaded—and everybody knows how precious beadwork is in these days. The long sleeves of these gowns are one of their most attractive features, but they are really altogether very fetching affairs and moderately priced.



(First Floor, Central)

Arrived for Thanksgiving—Women's Fur-Collar Coats

Big, luxurious coats of almost every fashionable coating you can think of—wool velour, tinselone, evora, duvetyne, bolivia—beautifully made and in the newest of styles. They have large collars of Hudson seal (dyed muskrat), racoon, beaver, nutria, blended muskrat, ringtail, squirrel and Australian opossum. Often there are fur cuffs as well and some have fur-trimmed pockets. The prices are \$115 to \$235.

(First Floor, Central)

Which Are the Best Silks for Christmas Presents?

Should anybody ask us this question, and every year somebody does, we would say, as regards this year's silks:

Printed taffetas Printed pussy willow taffetas Printed rapiers Printed pure dye taffetas

They are not just everyday silks, they are silks from which can be made the most delightful and exclusive little afternoon and informal evening frocks, either by themselves or under Georgette crepe. And they are, by all odds, the most beautiful of coat linings.

They are 40 inches wide and come in all sorts of charming patterns and colors. \$4 and \$5.50 a yard are the prices.

(First Floor, Chestnut)

Imitation Ivory Toilet Articles—A Fine Collection From France

French makers turn out very excellent imitations of the white ivory, and just now we have an unusually fine and comprehensive assortment for people looking for gifts, or completing collections.

Hair brushes, \$3.75 to \$9.
Mirrors, \$7 to \$12.25.
Combs, \$1 to \$3.50.
Puff boxes, \$10 and \$11.75.
Hair receivers, \$10 and \$11.75.
Chest brushes, \$4.50 and \$7.

(Main Floor, Chestnut)

A Superb Wrap or Coat of Alaska Seal

is only one among the many fine things to be seen these days in the Fur Salon. It is full length, with huge muffler collar and lines that suggest the oval silhouette, the wrap clinging a little round the foot, and its price is \$1450.

Another wrap is of taupe dyed squirrel. This has kimono sleeves and clings below the knees. Price \$900.

A dolman of a very fine and thick black broadtail has an immense lynx collar with ermine facing and cuffs of the lynx. This is \$1475.

A mole coat having blouse effect both front and back and extended sides is \$850.

(Second Floor, Chestnut)

So Many Women Have Chosen This Fine Black Velour

that we think other women will like to know about it also.

It is the finest kind of all wool, very soft and warm, yet with the necessary firmness for tailoring, either for suits or coats. The width is 54 inches and the price \$5 a yard, moderate as prices go now. There are only about 200 yards of this velour left.

(First Floor, Chestnut)

Women's Fine Walking Shoes

for Winter weather are of tan Russia calf, lace, with straight tips, 1 1/2-inch military heels and a general look of sturdiness and good style. Their price is \$17 in the Exclusive Little Boot Shop.

(First Floor, Market)

Why So Many Prefer the Brunswick Phonograph

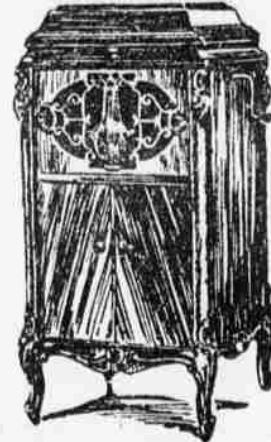
The Brunswick method of reproduction is the wonder of the phonographic art. It wins acclaim from two principal ideas, the Ultona and the Brunswick tone amplifier.

THE ULTONA plays all records truer, finer, sweeter. It is not a makeshift contrivance, but involves a genuine principle of sound. A slight turn of the hand presents the right needle, diaphragm and weight for playing any record.

THE TONE AMPLIFIER is an oval-shaped vibrant tone chamber like the sounding board of a fine piano or violin; it is made entirely of wood and free from metal. Thus it gives an exquisite tonal volume, and eliminates all harsh, thin, metallic sounds. It meets all advanced acoustical and musical laws.

Order your Brunswick now for Christmas delivery.

(Phonograph Section, Second Floor, Central)



All Brunswicks are sold on our plan of small monthly payments.

Several New Lots of Warm Blankets

The finest of the new arrivals are a lot of white blankets of very superior construction, woven with a large percentage of wool, with double bar borders and neat wide silk binding to match the color of the border. Priced at \$15 in the single and \$18 in the double bed size.

Gray blankets, good, practical and serviceable, in three grades.

(Sixth Floor, Central)

and in double-bed sizes, have just been opened up to sell at \$7.50, \$10 and \$12 a pair, according to the percentage of wool they contain, the finest ones being woven with about 80 per cent wool in the filling. Another new arrival brings a lot of white blankets of mixed wool and cotton with borders of either pink or blue to sell at \$7.50 in the single-bed size and \$10 in the double-bed size.

ALMOST every body who has tried to have lamp

fixtures put into his house in a hurry knows how difficult it is to get them even within weeks or months. The Lamp Store has fixtures which it can supply immediately. Fixtures in alabaster, brass, hammered brass, gold and silver finishes and rustic iron effects; the designs varying from a little combination bracket for gas or electricity, priced \$2.75, to a splendid hand-made hanging lamp for a dining room, priced at \$375.

(Fourth Floor, Central)

LUXURIOUS Handbags of Soft Duvetyne

Because of its soft and silky texture and the mellow colorings to which it is so well adapted, duvetyne makes charming handbags. We have these bags in various shapes and sizes and in rich shades of brown, beaver and taupe. Some have beautiful and distinctive frames, while others have covered frames and fancy clasps.

One of the nicest of gifts for a woman. Prices \$10, \$12.50, \$20 and \$27.50.

(Main Floor, Chestnut)

GOLD and Silver Laces Triumphantly Decorate Many Frocks

The most gorgeous evening gowns are often made of these laces over a silk foundation, and they are used in many ways on other frocks.

Sometimes the background is white or black tulle with the designs worked in gold or silver. Others are entirely of gold or silver. Prices are from \$2.75 for an 18-inch flounce up to \$11.25 for one 40 inches wide.

Bands, in many cases matching the flouncings, are from \$1 to \$8 a yard.

(Main Floor, Central)

WOMEN'S Spat Pumps—and the Spats

A fine showing of plain pumps in patent leather, black and tan calf-skin and bronze kidskin. With high or baby Louis heels, Cuban or low heels. All very trim and good style.

Prices \$7.50 to \$16 a pair. Spats in light and dark fawn, pearl gray, taupe, biscuit and white, \$2 to \$5.50 a pair.

(First Floor, Market)

The Modern Kitchen Cabinet Saves Miles

Madame Housewife, have you ever considered how many steps you take back and forth and back and forth in your kitchen, preparing every meal, every day, every week, every month, every year? Or how many miles they amount to?

Why not save half or two-thirds of them? With a modern kitchen cabinet nearly all your work is right under your hand at one place.

An excellent type is made of solid oak, and handsome. The interior is white enamel, with rounded corners—no crevices or sharp corners.

There is a sliding table with a porcelain top, a convenient, steady bread board, a block for a food chopper, a patent flour bin easy of access and all sorts of utensils and containers handy and spick and span.

Prices are \$57, \$65, \$70, \$72.50 and \$80. Kitchen tables, kitchen chairs and stools right by!

(Fourth Floor, Market)

FINE Parisienne Corsets — Not Topless

We mention this fact particularly because women sometimes take it for granted that all Parisiennes are without tops, while the truth is that they are made in every style necessary for very different types of figures.

Here is a low topped model of pink coutil with elastic below the diaphragm, and heavy boning. Its price is \$9.50.

Another low bust model with heavy boning and reinforced steel over the abdomen is made of white coutil, price \$10.

A dotted white broche with broad elastic gorges in the skirt is trimmed with embroidery and the price is \$15.

A medium bust design is for tall figures, is heavily boned, and has slit skirt. The few women who require these like them very much indeed. Price \$12.

(Third Floor, Chestnut)

SILK Flowers, Tassels and Fancy Braids—

in fact, such things as are in most request just now by women who are making all sorts of fancy things for Christmas gifts, have a little corner to themselves in the Dress Trimmings Store.

There are rose buds and other small flowers by the yards, there are single flowers and metal roses, as well as the lovely silk and chiffon ones, and there are many pretty sprays.

And there are also plenty of pretty silk and chenille tassels and pendants, as well as metal braids and edgings in gold, silver, antique and steel finish.

All these are needed for the making of lamp shades, cushions, fancy bags and other articles as well as for trimming negligees, lingerie and gowns.

(Main Floor, Central)

IF ONE could weigh and parcel out happiness, we do truly believe that there is enough of it stored up in the Wanamaker Jewelry Store in the form of

DIAMOND JEWELRY

to make a great many people in this city happy for the whole of Christmas Day. One piece of beautiful jewelry alone has possibilities for giving pleasure for years to come, not only to the owner, but to all who see it.

Is it any wonder that many people feel about diamonds and other precious stones that they make the best and most worthwhile Christmas gift one person could give another?

There is such a high standard set for all the gems and the mountings are of such fine designs and workmanship, that the Wanamaker Jewelry Store is one of the safest places you could find to buy a gift that lasts as long as diamond jewelry.

La Vallieres in most exquisite platinum mountings, \$180 to \$1400.

Bar pins, all in platinum mountings, some solid paved, others in delicate face-like settings. Bowknots also are included, \$235 to \$1400.

Brooches, mounted in platinum, openwork effects, \$335 to \$2000.

Circle pins, or, if you prefer, Moorish moons, \$615 to \$5600, platinum mountings.

Bracelets, full paved with box mountings, containing either 40 or 42 diamonds, \$1000 to \$3500.

Rings, solitaires, three-stone or five-stone mountings, and they are all set in platinum, \$150 to \$3600.

Scarf pins of all diamonds or diamonds with sapphires, pearls or opals, \$70 to \$325.

Cuff links of platinum with diamonds or sapphires with diamonds, \$115 to \$400.

Pearl necklaces, Oriental and perfectly matched, \$85 to \$4400.

(Jewelry Store, Chestnut and 13th)

A Man Is Twice as Much at Home in a House Coat—

or a dressing gown—as if he were wearing the coat he wore to business.

House coats and gowns make such perfect Christmas gifts that it is no wonder that 90 per cent of these garments are worn for the first time on Christmas morning.

Dressing gowns of wool, velvet and silk, both imported and domestic, and either in plain colors or in beautiful designs.

Of wool at \$20 to \$50.

Of velvet at \$50.

Of silk at \$20 to \$85.

House coats of double-faced cloth, \$7.50 to \$12; of silk, \$35.

(Main Floor, Market)

Japanese Hand Braided Rugs Are Eminently Givable

Especially the smaller ones, of which we have such a good assortment. They are so cheerful in coloring and design.

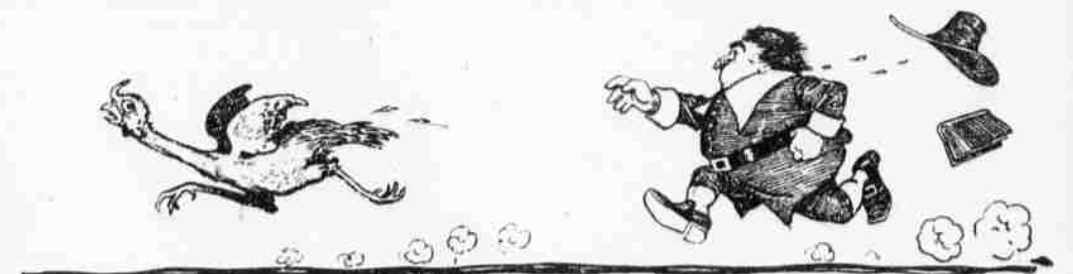
Oval

18x36 in., \$3.
24x48 in., \$5.25.
27x54 in., \$6.50.
30x60 in., \$8.
36x63 in., \$10.50.

Round

36x36 in., \$5.50.
48x48 in., \$10.50.

(Seventh Floor, Chestnut)



You Can Have a New Dinner Set for Thanksgiving at a Saving in Price

This is the time of year when a great many people who have been thinking about buying a new dinner set begin to feel that they ought to do more than think about it.

The vision of the Thanksgiving feast being unworthily dished is not an agreeable one. We are disposing of a number of dinner sets at prices that would be exceptionally attractive at any time, but which are particularly helpful just now. We planned this event to make it easy for people who have been thinking about getting new dinner sets to satisfy that wish at a substantial saving from the regular outlay. They are finding it as helpful an event as we

intended it to be and they have been helping themselves to its opportunities. This is to say that we still have a most attractive assortment of sets at savings of 20 to 50 per cent for all who wish to have a good set of dishes on the table next Thursday and on many more Thanksgiving days to come.

American semi-porcelain dinner sets of 106 pieces at \$30 a set with coin-gold bands and handles.

English semi-porcelain dinner sets in 106 pieces in a good variety of border decorations with coin-gold handles at \$35.

French china dinner sets of 107 pieces, border patterns with coin-gold handles, at \$75, \$85, \$90 and \$100 a set.

(Fourth Floor, Chestnut)

A specially attractive lot of cut glass at reductions of one-fourth and more, comprising—
3-pint jugs at \$3.75.
4-pint jugs, \$5.
12-inch vases, \$5.
Celery trays, \$2.
Sugar and cream sets, \$3.25.
Footed compotes, 6-inch size, \$2.25.
Compartment dishes, \$4.
8-inch bowls, \$3.
6-inch handled olive dishes, \$1.75.

Also in low-priced glassware three lots at special prices—Colonial tumblers, 60c a dozen, plain blown tumblers, 60c a dozen and needle-etched tumblers, \$1.20 a dozen.

Thanksgiving Linens Spick, Span and Snowy

For the day on which the dining table should look its best, only good linens are good enough. The best table linens in the world are in the Wanamaker Linen Store. They are of pure flax and at the lowest prices consistent with the customer's interest and ours.

The groups here mentioned are of our own importation and of particular merit, but we have others in beautiful selection.

A specially heavy, full-bleached Irish double damask table linen, 72 inches wide in a choice of five splendid designs

(First Floor, Chestnut)

"There's Many a Slip Twixt the Turkey and the Lip"

Sometimes you can blame it on the turkey, but more often it is the fault of the carving knife.

Here are some carvers that are a delight to use and, very important, they

are economical of the turkey: Stag handle three-piece sets, \$5 to \$11.

Stag handle five-piece sets, \$10 to \$19.

Stag handle game sets, \$3 to \$7.50.

(Jewelry Store, Chestnut and Thirteenth)

Sterling silver handle three-piece sets, \$27 to \$37.

Sterling silver handle five-piece sets, \$52 to \$57.

Sterling silver handle two-piece sets, \$9.50 to \$12.